

# Meredith, Unconventional Studios Announce Video Content Partnership

## Meredith to Provide Lifestyle Content for Nationally Syndicated Daily Entertainment Television Show; Entertainment Content Will Also Be Featured Across Meredith Digital

NEW YORK, March 15, 2016 /PRNewswire/ -- Meredith Corporation (NYSE:MDP) ([www.meredith.com](http://www.meredith.com)) the leading media and marketing company serving 100 million American women and **seventy-three percent of U.S. millennial women (26 million)**, today announced a strategic partnership with Unconventional Studios to create and distribute entertainment and lifestyle video content that resonates with the millennial audience.

Unconventional Studios, which is recognized for its enormous appeal among millennial women, produces the nationally syndicated television show **OK! TV**, which airs Monday through Friday in more than 80 percent of the country on over 150 local broadcast stations and the cable channel **Reelz**. Unconventional Studios produces branded entertainment content and experiences for video platforms spanning digital, mobile and broadcast television, with studios in New York, Los Angeles and Las Vegas.

As part of the partnership, OK! TV will be rebranded "**Celebrity Page**" beginning March 28, 2016 and will feature lifestyle content from many of Meredith's most recognized brands such as **Better Homes and Gardens, Shape, Parents, Martha Stewart Living** and **Allrecipes**. Segments will include cooking, entertainment, home décor, beauty, and health and fitness, and will air nationally on **Celebrity Page** as well as on the **Meredith Digital, which reaches more than 82 million adults**.

Meredith Digital will also have access to **Celebrity Page's** significant and diverse daily entertainment content which it will use to provide the entertainment and lifestyle content that is important to its millennial audience. Unconventional Studios and **Celebrity Page** currently produce some of the most-talked-about celebrity events and parties across the country, ranging from red carpet premier events to celebrity award-night parties and as part of this partnership Meredith will now have access to these events and programs for its marketing partners.

"Millennial women are fascinated with celebrity lifestyles and through this partnership we can super serve their desire for this content on a daily basis," said Kim Martin, Chief Strategy Officer, Meredith. "We are always looking at innovative ways we can deepen our engagement with them and our best-in-class video products."

"Millennial women are our fastest growing audience segment, and we want to ensure that we continue to produce content that resonates with them," said Marc Rothschild, Senior Vice President, Meredith Digital. "This partnership will provide our editors with daily access to compelling lifestyle and entertainment content, and provide our brand partners with additional opportunities to reach our desired audiences through digital video, experiential and branded content experiences."

"We have a dedicated team of entertainment journalists across the country covering the biggest celebrity stories. Now, we will have the strongest lifestyle content from the country's most-recognized media brands," said Mark Berryhill, Senior Executive Producer and Co-owner of Unconventional Studios.

"We know American women turn to Meredith brands for the best content to enhance their lives, as

well as the lives of their families," said Michael Kelley, Executive Producer and co-owner of Unconventional Studios. "We look forward to bringing that content to video in daily segments."

As part of the agreement, ***Celebrity Page*** will also have access to **Meredith's state-of-the-art production studios** on Third Avenue in New York for shooting daily news segments.

### **ABOUT MEREDITH CORPORATION**

Meredith Corporation has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms – including broadcast television, print and digital – to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches 100 million unduplicated women every month, including 73 percent of American millennial women. Meredith is the leader in creating and distributing content across platforms in key consumer interest areas such as food, home, parenting and health through well-known brands such as *Better Homes and Gardens*, *Allrecipes*, *Parents* and *SHAPE*. Meredith also features robust brand licensing activities, including more than 3,000 SKUs of branded products at 4,000 Walmart stores across the U.S. Meredith Xcelerated Marketing is a leader at developing and delivering custom content and customer relationship marketing programs for many of the world's top brands, including Kraft, Lowe's and NBC Universal.

Meredith's Local Media Group includes 17 owned or operated television stations reaching 11 percent of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 – including Atlanta, Phoenix, St. Louis and Portland – and 13 in Top 50 markets. Meredith's stations produce approximately 650 hours of local news and entertainment content each week, and operate leading local digital destinations.

### **ABOUT CELEBRITY PAGE AND UNCONVENTIONAL STUDIOS**

Unconventional Studios produces branded entertainment content and experiences for video platforms spanning digital, mobile and broadcast television, with studios in New York, Los Angeles and Las Vegas. Unconventional Studios produces the daily, syndicated entertainment news show, *Celebrity Page* which airs on more than 150 TV stations across the US and on the cable channel Reelz available in more than 70 million homes. *Celebrity Page* brands itself 'your entertainment news source' and is hosted by Sonia Isabelle, Megan Telles, Viviana Vigil and Jaymes Vaughan. Trifecta Entertainment & Media syndicates *Celebrity Page* domestically, and Dick Clark Productions handles worldwide syndication. Mark Berryhill serves as Senior Executive Producer and Denise Naughton serves as daily Executive Producer. Unconventional Studios was founded in 2013 with Executive Producers including Michael D. Kelley, Joe Lovejoy, David Bulhack and Lee Villas as well as Vector Media, the out-of-home media leader.

Logo - <http://photos.prnewswire.com/prnh/20090810/CG58830LOGO>

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